

# Survey Recruitment Using Student Portals and Learning Management Systems

## Survey Recruitment Using Student Portals and Learning Management Systems

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## Webinar Outline

- Background
- Results
- Implementation
- Examples
- Q&A

## Background

- Getting the attention of students is difficult—many surveys in the field
- NSSE is adapting ...
  - More recruitment messages (5 to 7)
  - Mobile and desktop optimized survey
  - [nssesurvey.org](http://nssesurvey.org) (simpler alternative)
  - Survey links for student portals and learning management systems (SP/LMS)

## Background

- What do we mean by “posting survey links” to a SP/LMS?
  - NSSE provides unique survey links for each student in your sample
  - Your IT staff inserts links into SP/LMS
  - It is NOT a generic link like [nssesurvey.org](http://nssesurvey.org)

# Survey Recruitment Using Student Portals and Learning Management Systems

**Thomas More College used Jenzabar.**

**52% of all TMC respondents accessed NSSE using their LMS page.**

**NSSE Survey**

**Survey Invitation**

It is a pleasure to be an NSSE student and thank you for your participation in this survey. The NSSE is a national survey that measures student learning and engagement. It is a survey that is used by many colleges and universities to improve their student learning and engagement. The NSSE is a survey that is used by many colleges and universities to improve their student learning and engagement. The NSSE is a survey that is used by many colleges and universities to improve their student learning and engagement.

**Survey Link**

## Background

- 2014 NSSE pilot  
University of Central Florida
- 2015 NSSE pilot  
25 schools
- 2016 NSSE Standard Administration  
38 schools  
-9 split sample for randomized experiment

## Background

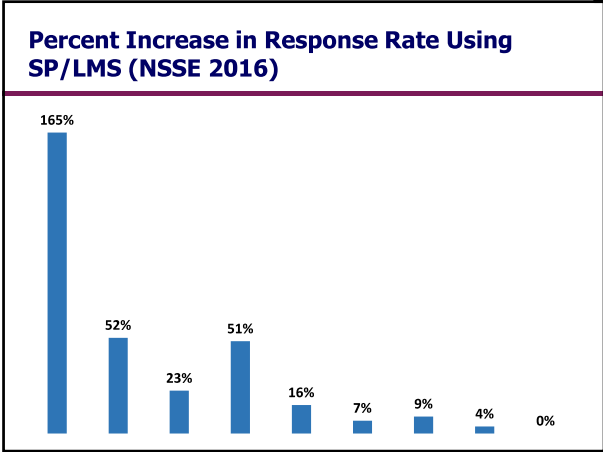
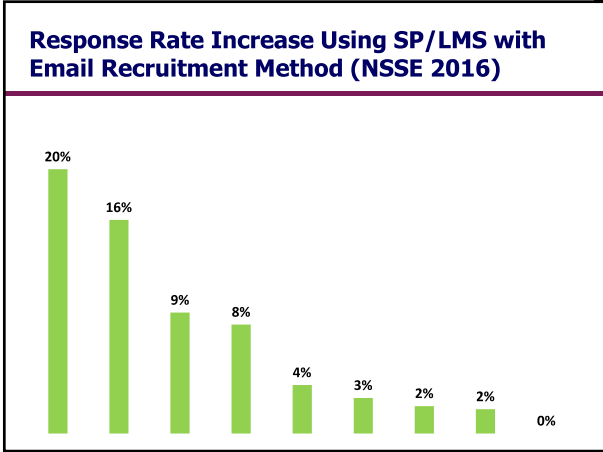
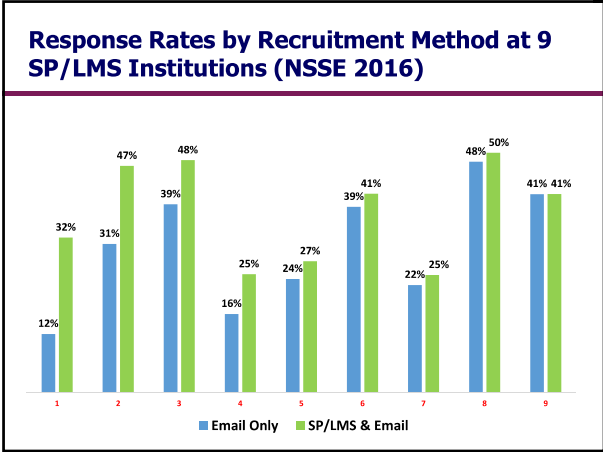
- Different types of SP/LMS used:
  - Canvas
  - Moodle
  - PeopleSoft
  - Ellucian Luminus
  - Blackboard
  - Jenzabar
  - Desire2Learn
  - Microsoft Sharepoint
  - Various in-house systems
- Institutions have reported difficulties with:
  - Desire2Learn
  - Sakai

## Results: NSSE 2016

- Results vary greatly but most appear to benefit
  - Not dependent on institution size or private/public status
- Two impact indicators
  - Response rates (9 split sample schools)
  - Percentage using SP/LMS (28 others)

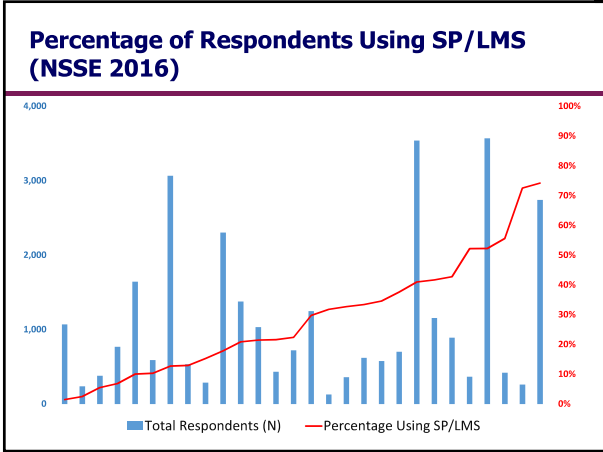
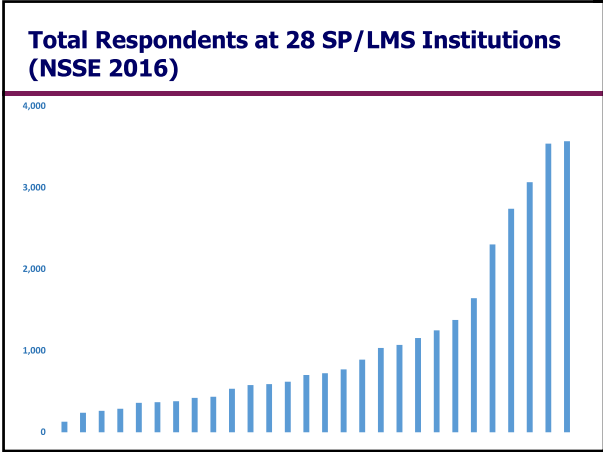
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**Response rates**



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## SP/LMS Usage



### Results

- What explains these varied results?
  - General design and placement of links
    - Location within SP/LMS
    - Visibility/Readability of advertisement/link
  - Campus culture
    - Popularity of SP/LMS
    - Student willingness to provide feedback
  - Other factors?


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### Implementation


- Talk with your IT staff
- Opt-in using Institution Interface
  - Look Under *Contacting Students* section between mid-October and early November
- Conduct testing in December

*Sample link for one student:*  
<http://staging.surv.Indiana.edu/ICE4H5PP95/01>



### Implementation

- Real links available in January
  - Post links between early February to June 1
- Is everything working?
  - Dispositions download file
  - Email from NSSE
- Fee of \$150



### Implementation

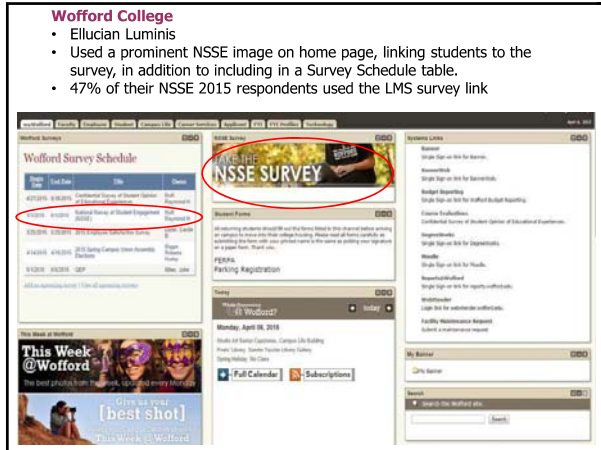
- Updating links based on student completion status is possible (+\$150)
  - Ask NSSE about its API, if interested
- Wikispaces <http://portaltest1.wikispaces.com/>
  - A place to learn from others
  - Only has information about Blackboard now but we hope this will change!

## Examples

# Survey Recruitment Using Student Portals and Learning Management Systems

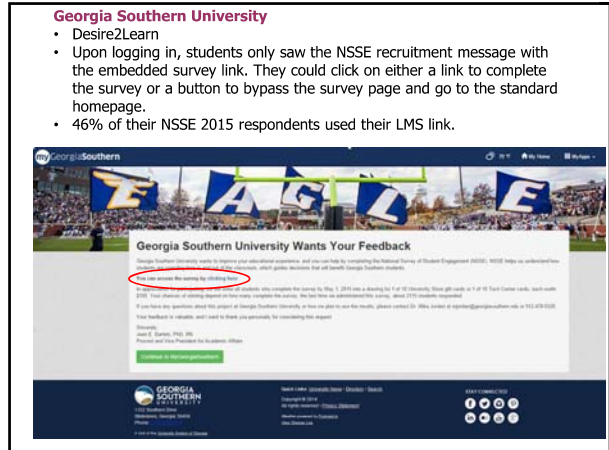
## Wofford College

- Ellucian Luminis
- Used a prominent NSSE image on home page, linking students to the survey, in addition to including in a Survey Schedule table.
- 47% of their NSSE 2015 respondents used the LMS survey link



## Georgia Southern University

- Desire2Learn
- Upon logging in, students only saw the NSSE recruitment message with the embedded survey link. They could click on either a link to complete the survey or a button to bypass the survey page and go to the standard homepage.
- 46% of their NSSE 2015 respondents used their LMS link.



For other examples see:  
[nsse.indiana.edu/html/using\\_sp\\_lms\\_recruitment.cfm](http://nsse.indiana.edu/html/using_sp_lms_recruitment.cfm)

Q&A

## Survey Recruitment Using Student Portals and Learning Management Systems

### Survey Recruitment Using Student Portals and Learning Management Systems

For more information, email or call:

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812-856-5824